



PLAN PRESENTATION

Monday, 20 October 2014 AZ Community Church

















CHARACTER AREA





JANUARY

MARCH

APRII

JUNE

AUGUST

OCTOBER

DECEMBER

INITIAL RESEARCH

month 1-2

PROJECT KICK-OFF *

month 3

NEIGHBORHOOD INPUT + GAP ANALYSIS *

month 3-5

VISION + CHARACTER ANALYSIS *

month 6-7

STRATEGIES + PRIORITIES *

month 8-9

PROJECT REVIEW + FEEDBACK*

month 10-11

FINAL PRODUCT

month 12

* INCLUDES PUBLIC OUTREACH ACTIVITY / EVENT

2014 PLANNING PROCESS TIMELINE

CREATING THE PLAN

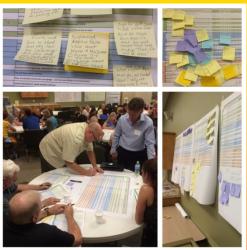








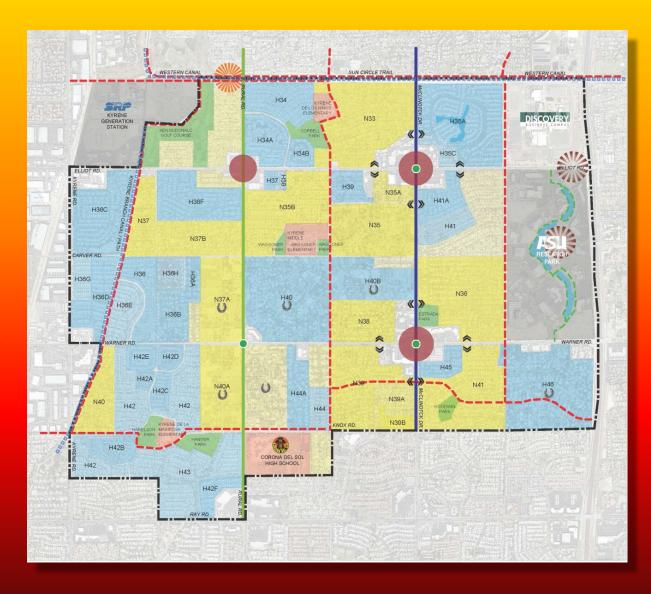




AREA MAP



- ✓ Neighborhoods
- √ HOA's
- ✓ Public Facilities
- ✓ New Bike / Pedestrian
- ✓ Activity Centers
- ✓ Gathering Places / Hubs



DESCRIPTIVE + **VISUAL** CHARACTER

- ✓ Character Elements
- ✓ Visual Character
- ✓ Vision



CORONA / SOUTH TEMPE CHARACTER FLEMENTS

Character-Defining Elements are the terms used to describe a wide range of qualitative themes including social aspects, design aesthetics, or the built environment where we live. These elements include aspects you want to preserve, what you like now, and/or how you want it to be in the future. From the Character Area Workshop on June 5, 2014 participants identified eleven (11) key character elements. These are the elements we heard from you to best describe the Corona / South Tempe Character Area.

Good public schools supported by the

Mix of retail from local favorites (restaurant

& shops): connect to Local First Arizona

Excellent access to variety of grocery

Great mix of public parks, paths, Ken

Build on our uniqueness, large lots, equestrian amenities, Research Park

McDonald Golf Course, supplemented by private HOA open space and facilities

Pollack Cinemas (movie theater)

Patronize our local businesses

employment center

ages and is getting youthful renewal as seniors move to age

Neighborhood feel there's

enough of what we need

in place nearby

Limited Density

Mix of townhome, family executive + luxury homes Many large residential lots

- with trees/grass + horse properties "Ranchette" character is ver Equestrian culture: Circle G, unique in an urban
- Calle de Caballos, Tally Ho, Sun Burst Farms and Buena Vista environment Patio, cottage or guest (mother-in-law) housing options for new residents possible because of prevailing large parcels

Sustainable

Energetic

Outdoor enthusiasts

- Well used access to walking, jogging + equestrian trails fishing (at private lakes) + golf Tie-into the equestrian activity
- in South Tempe could lead to it being an attraction ASU employment hub with technology businesses - good
- jobs locally · Opportunity area for entrepreneurship supported and business incubators

ATTRIBUTES

Refined

- New/newer homes in attractive/ maintained neighborhoods
- Neighborhood entrance signs make a statement Support for area to remain well designed and attractive and
- City streets reflect on the character of the area

Walkable/Bikeable

Accessible

ATTRIBUTES

- · Great access to all major freeways () 10, US-60 and Loop 101 + 202)
- Rural and McClintock are prime transit
- Bus routes (though limited) connect to downtown Tempe and employment
- Residents use light rail for events

- ATTRIBUTES Access to Western Canal / Sun Circle Trail, Kyrene Canal, and
- ASU Research Park paths Freeway path crossings conne
- Multiple bike routes Pedestrian activated (HAWK) crossings are valued
- ATTRIBUTES Tree canopy is good (highest % in
 - Parks collect rain water . Gasca Community garden is at Rural/

walking comfortable;

Kyrene Schools purchase solar

Wonderful tree-lined streets make

Low crime - good lav

Lighting that supports safe

Peaceful

Warner/McClintock

Redden House

involvement

Neighborhood grants have been

used to improve neighborhoods

HOA, Neighborhood Association

Connected to ASU as institution

and neighbor (ASU Research

and neighborhood activist

One historic property - Lowell

ATTRIBUTES Quiet neighborhoods

Comfortably away from the





DESIGN + DEVELOPMEMT **PRINCIPLES**

- ✓ Guidance for Development
- ✓ Community Culture
- ✓ Connectivity
- ✓ Environment



DRAFT - October 2014



CORONA / SOUTH TEMPE

DEVELOPMENT

RESPECT TRADITIONAL RESIDENTIAL QUALITIES

- Retain apportunity for equestrian and ranch lifestyle
- Expand multi-generational living apportunities with guest houses or cottage houses, and patio homes
- using locations, scale and style should be considered to fit within the surrounding developmen

ENHANCE RESIDENTIAL DESIGN THAT CONNECTS COMMUNITY + NEIGHBORS

implement smaller home options for refirees to age in place; include small yards + patios with green space to keep residential fee

ENCOURAGE CAFÉS / OUTDOOR DINING OPTIONS

- Expand opportunities for outdoor dining at restaurants and cafés
- Use dining apportunities to draw walkers and cyclists from the surrounding neighborhood Parto dining should be separated and buffered from driving or parking area
- Outdoor dining should be visible, comfortable, well-designed and provide shade

- mercial, retail or mixed use buildings should incorporate large picture windows with attractive displays, benches to rest, ownings and canopies, lit for atmosphere and reflect a compatible yet distinct architecture at pedestrian scale on street level
- Provide a wide variety of shopping venues and outdoor dining opportunities

ENHANCE COMMERCIAL CENTERS + REUSE OF BUILDINGS

- plement architectural design in keeping with the area and that is suitable for Sonoran environment Use varying setback and consistent styles within centers
- massive blank walls differentiated by point color include options for Modern, Ranch, Southwest + Mediterranean style:
- Acceptuate green-up of strip malls with more trees and shade
- Recapture vitality at commercial corners by supplementing with senior assisted housing or office
- Office to have articulated edges with preference of two to three-story mix
- Assisted living should maintain residential appearance with preference of no more than two stories, with abundant landscapes When possible, repurpose buildings through adaptive reuse
- Explore temporary use in vocant parts of strip mail for events to create unique destinations (i.e. rotating food truck or beer garden)

ATTRACT UNIQUE LOCAL-INSIPRED SHOPPING + DINING

- Focus on filling vacant spaces already available by updating and adapting designs

 Encourage grouping of businesses that create a synergy, such as

 Changing Hands BootstoreTrader Joe's Wildflower Bread Co. Foster unique "Tempe" feel - in and of the local character
- Shapping and diring solutions need to serve both adults and families
- Keep the retail scale related to the pedestrian
- Attract new locally-owned businesses to the area including uses like a plant nusery or feed store for horse supplies

ENHANCE THE VISUAL APPEARANCE OF ARTERIAL STREETS

- Walls and landscape should be regularly maintained, refinished, structurally sound, consistently painted.
- not spotted with anti-graffit cover, with healthy and consistent plantings, clear, clear, and safely lighted wallways. Support public an and art in private development, including multi-use paths, parts, arterial bus stops and commercial project.

STIMULATE INVESTMENT IN THE RESEARCH + DEVELOPMENT CENTER HUB

- Maintain ASU Research Parkand Discovery Business Campus: a highly influential hub audial for economic growth + community well-being Enfice companies and employees at ASU Research Parkand Discovery Business Camputo connect with and use area business Attract the kind of businesses that pay livable wapes
- Mixed-use potential at this hub, may include retail / restaurant / office with housing to serve the technology wa
- Small pociets of mixed use to include pedestrian-friendly frontage, varied roofline and mix of materials and surfaces
- Promote business incubator for local research and development activities

COMMUNITY + CULTURE -

CREATE MULTIPLE PASSIVE + ACTIVE GATHERING PLACES.

- d gathering places range from farmers markets, quiet corner of neighborhood parts for yoga, shaded rest-stops along the canal, tables and shade at a favorite watering-hole, grassy amphitheater to listen to music, or public community center. Encourage commercial developments to include gathering places to attract local potrons.
- Increase the number of large and small gathering spaces and incorporate into residential, commercial and divic areas Adapt and utilize the wide right-of-way open space along Rural Road as a promenade, linear park that
- terminates at a new potential pathering place located at Western Canal/ YMCA/ Ken McDonald Golf Course Utilize the larger public gathering spaces for events and community-building opp

EXPAND PRESENCE OF ART. + CULTURAL / EDUCATIONAL ACCESS

- nd programs are desired at a smaller, more intimate scale Produce new cultural and educational activities sized for the area
- Include arts and cultural offerings at venues in COMINA / SCOTI TEME as part of a performance cycle Support initiatives to areate a local festival to celebrate OMMM / SWM TEME, such as activity that highlights equestrian or outdoor culture. Enhance park amenities for multi-generational users

- Enhance access to school playfields for non-school hours and days.

 Seek partneships to create evening education classes within a city or Kyrene Public School District facility.

- Use art to enhance use of space, to surprise the eyes, educate and entertain
- Public art can be functional or whitristical, and should accentuate or reflect the area

CONNECTIVITY —

DEVELOP ENHANCED BIKE + WALKABILITY NETWORK

- Create a neighborhood greenway and biting boulevard system that connects into conal path system and links to key destinations, provides collector street walking and biting enhancements, links paths with pedestrion activated (I-VAWK) crossings
- Enhance ability to walk in shade, on wide sidewalts preferably away from arterial traffic speeds.

 Provide appartunities for all levels of bicycle rides to use the system, including children, families, seniors and bite commuters.
- When arterial road projects are scheduled, include planned bike lanes Provide continuity of bike lanes through intersections or neighborhoods

- Implement multiple ways for local travel [foot, bike, horse, transit and car] Identify key local destinations for future neighborhood circulator [Orbit] service
- Provide comfortable bus stops with shade along transit route
- Include bus pull-outs where it improves safety and efficiency of the street system

ACCENTUATE CONNECTION VIA CANALS + PATHS

- Continue use of signalized pedestrian grassings at key locations for connectivity
- Cooperation and collaboration with condition-of-way owners is essential to use of the land area along condi-
- Plan for Kyrene Canal path enhancement [south of La Vieve Lane] to connect with Chandle
- Seek appropriate connections with the adjacent residential, businesses or industrial neighborhoods to activate paths for recreation Tie-into equestrian activity and paths in South Tempe and highlight as an unique attraction
- Expand path amenities to include frequent shade, people and pet diriting fountains, small plazas for rest, seating, landscape, occasional shade structures, interpretive, informative and wayfinding signs for the purpose of increasing and
- Engage canal-oriented development to embrace the canal, rather than turning a back to it

ESTABLISH WAYFINDING

- Wouldn't to be attractive as well as functional such as providing history location, directions and path eticulette stangage
- Wayfinding along city bite lanes or canal paths is priority, with canal wayfinding subject to placement approved and licensed by SRP

ENVIRONMENT-

PROMOTE ENERGY EFFICIENCY + WATER CONSERVATION

- Encourage all types of solar applications where possible, such as parking canopies, bus shelters, street lights, and solar panels on residential, commercial and industrial projects
- New designs / developments / city projects should include energy-efficient treatme
- Preferential use of native trees and Sonoran vegetation in landscapes to promote low-water use in arid alimate
- Provide access to and more options for arey water use with landscapes

FOSTER IMPORTANCE OF NATIVE LANDSCAPE + SHADE

- to make the desert feel confortable, lush and thriving
- Use trees to reduce urban heat effect provide cooling shade and help healthy air quality levels
- Supplement barren commercial parking lots with trees that mature to provide shade canopies Ensure proper selection, planting, pruning and maintenance of landscapes
- Maintain and enhance the significant tree canopy throughout 00000. J 50000 TEME

PRIORITIES + STRATEGIES



- ✓ Top Ideas
- ✓ Projects
- ✓ Area Priorities



PROJECT / ITEM	DESCRIPTION
	- Made and a second sec
EVELOPMENT	
	Keep "development" density low.
HOUSING OPTIONS	Multi-generational for aging in place housing options. Small patio homes or cottage housing for seniors to downsize and like independently. Strong local preference from a partnernic; EXCEPT South Temps Exchanology Center that Monked use. Any multi-family within mixed use to be design-oriented, refined and consistent with the Character Area Plan.
DESTINATIONS + PLACEMAKING	strong coal preference for no approximate, excert south reinper reciningly center rou mixed use. Any monorality within mixed use to be design oriented, relined and consistent with the classical reli
	Actively attract a mix of businesses to create activity levels and destinations.
	Create unique destination in empty part of mail. Food trucks would be a great addition to existing events like farmers' markets (i.e. beer garden and rotating food truck) Increase destination restaurants, providing a greater variety of ethicir certaurants. New outdoor dining should be more than table to a parking lot.
	Create the places that attract businesses so we're not always going out of Tempe. More neighborhood-based or mom + pop restaurants and specialty retail shops.
	Explore identifiable theme for the major arterial intersections that could include color of street signs, lighting color or character area signage. Low signage at corners - keep signage to visibility is not impaired. Keep business signage small to keep residential character.
	Create clear, enforceable design guidelines.
OMMUNITY + CULTI	JRF
CI II TOTALL L COLLA	
	Seek a community center and meeting rooms or small library as a gathering place for community use. Examine vacant commercial space as option for cultural and meeting place such as library, museum, public art display or art programs.
COMMUNITY GATHERING SPACES	Consider options to use the parks for other public services such as Community Center.
	Emphasize addition of places to gather with event space for music, art or festivals. Local interest in entertainment venue includes diment theater, concerdy theater.
	Like to see a City/School District partnership to use schools in evening hours for library, arts and technology education.
EDUCATIONAL OPTIONS	Consider options to use the schools for other public services, such as a Public Library Branch.
	Support public schools. Keep them as a key element of neighborhoods. Park amenities should address need of multi-generational users. Park amenities produced from the generational users.
RECREATIONAL OPTIONS	Lack of public parks in some neighborhoods, so new residential development should include a park.
	Explore placement of a dog park within the character area. Provide support of a business incubator within the character area.
LOCAL BUSINESS + EMPLOYMENT	Provise support for a business incubation within the character area. Monitor and ecourage business / growth within South Temper Tech Corridor Hub along Loop 101.
LOCAL BUSINESS + EMPLOYMENT	Don't recruit businesses that don't pay livable wages.
- II I	Entice employees from ASU Research Park + Discovery Business Campus to use businesses in Corona / South Tempe.
ONNECTIVITY	
CTRETTCOARG	Need improvement to the block walls, sidewalks and landscape treatments along main arterial streets. Landscape needs to be in compliance. Weeds need to disappear.
STREETSCAPES	Maintain the streets: maintain potholes and medians and ensure utilities repair or replace landscape areas they damage.
	maintain the streets, maintain politices and medians and ensure durines repair of repaire innocespe areas uney damage.
NEIGHBORHOOD BUS CIRCULATOR	Neighborhood circulator bus (ORBIT) to key destinations, such as Mill Ave, Town Lake, ASU, Library Complex. Provide comfortable bus stops at key locations.
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BIKE ROUTE NETWORK VEHICLE TRAFFIC WIRONMENT	Neighborhood circulator bus (DRBIT) to key destinations, such as Mill Ave, Town Lake, ASU, Ibrary Complex. Provide comfortable bus stops at key locations. Create a neighborhood greenway / bike route system that connects into the canal path system as well as feeds into the employment centers of the ASU Research Park and Discovery Business Campus. Provide collector street improvements to encourage bibling, such as shade, signage and traffic calming. Provide restrooms, diricking fountains, shade and rest tops periodically along the canal. Provide gigns throughout the path that list places of interest, [wayfinding]. Provide continuity for bike lainess that end adoutpuly in several areas. Traffic volume growth impacts need to be considered (i.e. new South Tempe Technology Center Growth Area), as they affect the character of the area. Traffic volume growth impacts need to be considered on when road widening improvements are proposed. Create tree-lined streets to neighborhood based destinations that encourage walking. Create valking / biling routes with shade and lighting. Use collector streets improvement of enhanced sidewalks to encourage walking. Provide rest shade on arterial streets. Add shade at bus stops. Maintain tree canaly. Replace lost treets.
BIKE ROUTE NETWORK VEHICLE TRAFFIC VIRONMENT SHADE + PEDESTRIAN COMFORT	Neighborhood circulator bus (DRBIT) to key destinations, such as Mill Ave, Town Lake, ASU, Ilbrary Complex. Provide comfortable bus stops at key locations. Create a neighborhood greenway / bike route system that connects into the canal path system as well as feeds into the employment centers of the ASU Research Park and Discovery Business Campus. Provide collector street improvements to encourage bibling, such as shade, signage and traffic calming. Provide restrooms, drinking fountains, shade and rest stops periodically along the canal. Provide signs throughout the path that list places of interest [varyfinding]. Provide continuity for bike lainess that end adoutputhy in several areas. Traffic volume growth impacts need to be considered (i.e. new South Tempe Technology Center Growth Area), as they affect the character of the area. Traffic noise has an impact on neighborhood and should be considered when road widening improvements are proposed. Create tree-lined streets to neighborhood based destinations that encourage walking. Create valking / biking routes with shade and lighting. Use collector streets improvement of enhanced sidewalls to encourage walking. Provider tree shade on arterial streets. Add shade at bus stops. Maintain tree canaly. Replace bus treets for order effects of unan heat island. Green-up strip malls with more trees and shade. Final streets and on arterial streets. Add shade at bus stops. Separate green waste More local education on solar parels for homes
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THE **FINISH**ED PRODUCT



CHARACTER AREA 8







NEXT STEPS



REVIEW + FEEDBACK COMMENT PERIOD



through Sunday, 2 November 2014 Comment Card Tempe Forum [online]

PLAN RELEASE + COMMUNITY CELEBRATION



Tuesday, 2 December 2014
5 – 7 PM

Ken McDonald Golf Course / Western Canal

APPROVAL PROCESS



Development Review Commission
December 2014

City Council Approval
January 2015

TEMPE ROCKS!



KIWANIS / THE LAKES



CORONA / SOUTH TEMPE ARACTER AREA

SHOW YOUR CHARACTER Tuesday, 2 Dec. 5-7PM

Remarks 5:30PM

Ken McDonald Golf Course 800 E. Divot Drive



Bring the family for a celebration of your Character Area.

Enjoy drinks from the Ken McDonald Café and treats from local favorites.

Practice your swing at the driving range and get advice from a pro. Tour the YMCA.

Pick up your copy of your Character Area Plan It's fun, free and very Tempe!



Community Development 31 E. Fifth Street, Garden Level Tempe, 85281 480.350.8096

tempe.gov/characterareas





Please share your comments with us.



tempe.gov/characterareas tempe.gov/tempe-forum

